Amendments to the Specification

Please replace the paragraph beginning on page 10, line 6 as follows:

It is understood that the various methods, devices, mechanisms, modules and systems described herein may be realized in hardware or in a combination of hardware and software. They may be implemented by any type of computer system that may include various devices, mechanisms, and machine readable medium that includes program code - or other apparatus adapted for carrying out the methods described herein. A typical combination of hardware and software could be a general purpose computer system with a computer program that, when loaded and executed, controls the computer system such that it carries out the methods described herein. Alternatively, a specific use computer, containing specialized hardware for carrying out one or more of the functional tasks of the invention could be utilized. The present invention can also be embedded in a computer program product, which comprises all the features enabling the implementation of the methods and functions described herein, and which - when loaded in a computer system - or other apparatus that is able to carry out these methods and functions. Computer program, software program, program, program product, or software, in the present context mean any expression, in any language, code or notation, [[of a]] or set of instructions located on a computer readable storage on a machine readable medium intended to cause a system having an information processing capability to perform a particular function either directly or after either or both of the following: (a) conversion to another language, code or notation; and/or (b) reproduction in a different material form.

Please replace the paragraph beginning on page 11, line 1 as follows:

Referring now to Figure 2, enhancement mechanism 26 is shown in greater detail. Enhancement mechanism 26 comprises a request/load module 28 or a loader 38, an application programming interface (API) 30 and an enhancement module 32. Request/load module or loader 28 is responsible for requesting

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content from the server, e.g., a banner ad, and then loading the content. Once loaded, the information associated with the content, typically graphics data, is passed through API 30 to enhancement module 32. Because a standardized API 30 is utilized in the enhancement module, any number of different types of enhancement modules 32 can be utilized. Accordingly, for example, a banner ad can be loaded and enhanced in one of many different ways. In a preferred exemplary embodiment, RCES 14 selects the enhancement module 32 that will be downloaded as part of enhancement mechanism 26. As an example, the enhancement modules may comprise different game applets that can allow an end user to interact and play with a banner ad integrated into a game. While the request/load module 28 and enhancement module 32 are preferably implemented as Java type applets, it is understood that these modules can be implemented in any format by those skilled in the art in the present or future. A Java applet is a computer program written in the Java language intended to run embedded in a web browser. The Java Virtual Machine (VM) is that component of the web browser that is responsible for executing java applets.